



PATENT
Customer Number 22,852
Attorney Docket No. 7099.1186-00

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

James POAGE et al.

Application No.: 09/385,414

Filed: August 30, 1999

For: APPARATUS AND METHOD
FOR CREATING A
MARKETING INITIATIVE

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) Group Art Unit: 3623
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) Examiner: C. Colon
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Assistant Commissioner for Patents
Washington, DC 20231

Sir:

REQUEST FOR RECONSIDERATION

In reply to the Office Action dated August 9, 2002, please consider the following remarks:

REMARKS

In the Office Action dated August 9, 2002, the Examiner rejected claims 1-24 under 35 U.S.C. § 103(a) as being unpatentable over Day et al. (U.S. Patent No. 5,857,175) and Simons et al. (U.S. Patent No. 6,230,143) (Office Action [hereinafter "OA"], paragraph 3). Applicants respectfully traverse the Examiner's rejection of the claims under 35 U.S.C. § 103(a).

The Examiner alleged that Day et al. disclose inputting offer parameters for a new initiative, including an initiative time period and an initiative description; associating

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